



Caucasus International University

2023

Faculty of Business and Technology

**Master's Educational Program of
International Marketing in English**

Modified Program

Approved at the Meeting of Academic Council

Minutes N49 „December 27“ 2018

Academic council Approved N59

„December 27“ 2018

Title of Educational Program (Curriculum)
International Marketing
Stage of Higher Education
Master's Program
Type of Educational Program
Academic Higher Educational Program
Broad Field
Business, Administration and Law
Narrow Field
Business and Administration
Detailed Field
Marketing and advertising
fields of study
Marketing
Duration of Studies
Duration of studies - 4 semesters (2 academic years)
Program Volume in Credits
120 ECTS credits
Qualification to be granted:
Master of Business Administration in Marketing
Language of Studies
English
Acting Program Director
Rusudan Dalakishvili, Doctor of Economics, associate Professor at the Faculty of Business and Technology of Caucasus International University.

Precondition for admission to the program

A bachelor or a person holding equivalent academic degree in any direction/specialty is entitled to enroll for the Master Educational Program of **International Marketing** on the basis of results of General Master's Examinations and examinations and tests conducted in the University.

The grounds for obtainment of the status of a student of Master's Educational Program are the results of General Master's Exams conducted by the National Center of Examinations, internal exams in specialty and English language test taken at the University. A person submitting a certificate certifying knowledge of English at **B2 level** is released from taking English test.

Upon decision of the University a student may be interviewed instead of taking exam in specialty.

Upon obtainment of the status of a student of Caucasus International University a person is obliged to submit to the university a document certifying Bachelor's or its equivalent degree while a person being on file for military service in line with the applicable legislation shall submit a document confirming that a person is on file for military service.

Enrollment for the Master's Educational Program of International Marketing via academic mobility is permitted twice a year within the term established by the Ministry of Education and Science of Georgia with observation of obligatory procedures and rules determined by the University.

Enrollment for the Master's Educational Program or enrollment by means of transfer from acknowledged higher education institution of a foreign country is accomplished on the basis of decision of the Ministry of Education and Science of Georgia.

The Aim of the Program

"If you don't think as a customer, you don't think at all" – these words of famous businessman Jeck Welch create impression on the type of international marketer we have to bring up today. In light of marketing and time demands, the leader of marketing should think like a customer.

A marketer equipped with principles of responsibility and skepticism is devoted to establish value network, which can connect national market with international ones and support mutually beneficial exchange. Accordingly the main goal of the program is to bring up a marketer distinguished by knowledge and experience of international market and equipped with practical skills enabling him to support and facilitate rapid development of various fields of Georgia and entire Caucasian region having export potentials. Bringing up professional of international marketing in the 21st century is accumulation of biggest intellectual potential in one person who can well influence beneficial connections between national and international markets and whole economy, the positive development of the international relations.

Methods of Achievement of Results of Study

Merging adjusted and modern methods of teaching the courses of study envisaged under the program guarantees achievement of success.

Teaching methodology is mostly based on student-oriented teaching methods and contains techniques of raising students' motivation and sense of responsibility. The student-oriented teaching strategy is a rather efficient and tested method aimed at development of a student. According to this method the student is a central figure being the receiver of knowledge and its manager at the same time. A professor should be guided by the principle: "knowledge-based and free, individual-oriented thinking combined with team work principle ensuring training

of new leaders”. The mentioned strategy motivates a student. He/she initially realizes that he/she will be able to reveal his/her best qualities within the frame of this program. Students are impressed by knowledge-based discussion medium where free thinking is encouraged. This is the very social medium at creation of which implementers and students of Master’s Program of International Marketing aim. A student should turn into an important member of a team since only harmonized merger of team and individual work can ensure big success in the world of modern marketing.

The disciplines envisaged under the program refer to the issues by means of 2 methods: provision of knowledge and discussion. The mentioned methods will increase involvement of a student in the process of realization and perception of the discipline itself, which, on its part, will increase students’ responsibility for management, development and application of own knowledge. A student should realize that without dynamic actions any theory, even very efficient one, especially in marketing, can be only a guarantee of stagnation and inefficiency. Once this wisdom is perceived, a student learns not only to listen and passively acquire knowledge, but to revive it and understands importance of achieving success through realization of his/her knowledge. A student should comprehend that in the world of international marketing any theory is only the beginning of practice and attempt to analyze practice.

The following teaching methods will be used in the course of implementation of the program:

- Bookwork method;
- Verbal – spoken method;
- Presentation and demonstration method;
- Written work method;
- Method of carrying out discussions/debates;
- Individual and group work method;
- Cooperative teaching;
- Role plays;
- Problem based learning;
- Explanatory method;
- Case study;
- Electronic learning method;
- Brainstorming;
- Studying methods of empirical research by action oriented teaching method;
- Experience-based teaching method;
- Co-participation teaching method.

Teaching methods are selected with consideration of content and specifics of a particular discipline which is reflected in the syllabus of relevant discipline.

Forms of achieving results of study

1. Lecture;
2. Work group;
Seminars – discussion, analysis of set problem based on principle of individual and team work;
 - Questions-answers;
 - Directed discussion;
 - Free discussion;
 - Brainstorming;
 - Role plays, simulation;

3. Practical trainings;
4. Preparation of individual and group project;
5. Presentations;
6. Carrying out research;
7. Preparation, planning of intermediate examination;
8. Working on master's thesis.

System of student's knowledge evaluation

Acquirement of the courses of study envisaged under the Educational Program of International Marketing involves active participation of students in the process of studies and is based on the principle of continuous evaluation of acquired knowledge.

Assessment of the work performed by a student during a semester with a certain correlation envisages:

- Evaluation of independent work of a student;
- Mid-term evaluation;
- Final evaluation.

Deriving from specifics of the course of study and aim of the study, the rule, forms, criteria of evaluation and their share are determined by the leading professor of the course upon agreement with the Quality Assurance Service and is reflected in the syllabus of the course of study of which the students are informed at the beginning of the semester.

While accomplishing the Program, academic achievement of a student is evaluated by the **European Credits Transfer System (ECTS)** and "the rule of calculation of credits of higher educational programs" approved by the order No3 of January 5, 2007 of the Minister of Sciences and Education of Georgia.

The results of studies and research component of the program are evaluated by 100-point system. The minimal evaluation required for obtainment of credits is 51 points.

Positive evaluation is:

- (A) Excellent – maximal evaluation 91-100 score
- (B) Very good – maximal evaluation 81-90 score
- (C) Good - maximal evaluation 71-80 score
- (D) Satisfactory - maximal evaluation 61-70 score
- (E) Sufficient – maximal evaluation 51-60 score

Negative evaluation is:

(FX) – did not pass – 41-50 score of maximal evaluation, implying that a student needs to work harder to pass the examination and is allowed to take an additional exam in the same semester. **In case of not passing the exam (Fx) student has the right to re-take the exam in the same semester not earlier than 5 days after having available the results of the final examinations.**

(F) – failed –40 score or less of maximal evaluation, implying that the work accomplished by the student is not sufficient and he/she must take a course anew.

Level of academic achievement of a student in the University is determined by points scored in respect of courses of study, as well as by **4-point equivalent of mentioned points – Grade Point Average (GPA)**.

Issuance of Diploma Certifying Academic Degree/Qualification

Qualification is granted to the graduate of the Master's Educational Program of International Marketing **in accordance with the Order No. 120/n on "Approval of National Qualification Framework" of December 10, 2010 of the Minister of Sciences and Education of Georgia**. The graduate of Master's Educational Program is granted **qualification/academic degree of Master of Business Administration in Marketing** and is awarded state-recognized Georgian-English diploma certifying completion of relevant master's program together with the appendix of state-recognized degree.

Employment Sphere

Master's Program of International Marketing opens to the graduates the door into immature, very interesting and challenging segment of employment called international marketing, i.e. marketing surveying accompanying processes of international market.

Nowadays the major problem of Georgia and Caucasus region is severe shortage of exactly this kind of marketing managers causing underdevelopment of national and regional markets, downward of export potential and failure of economics.

It is worth mentioning that despite simplification of export regime on the side of the European Union and the United States of America, the issue of Georgian and regional export to the United States of America, the European Union, countries of Eastern Europe, Russia, Asia and huge Chinese market is still unsatisfactory.

A graduate of the Program under consideration – a specialist of international marketing will be a person equipped with unique knowledge and skills who will enhance realization of national and regional Caucasian goods and values.

In light of the aforementioned, the sphere of employment of a specialist of international marketing cannot be limited only by commercial and noncommercial sector, profitable or non-profitable organizations, governmental or non-governmental circles. The sphere of employment of international marketing specialist can be: governmental organizations including agencies, chambers of commerce, multinational companies, non-governmental, civil agencies, financial, transport organizations and companies, governmental and non-governmental organizations in the sphere of art and culture, educational institutions, companies involved in tourist industry, i.e. all possible structures carrying out activity at international and local market, exchanging values on the basis of identification of consumers' demand and study of such demand.

Program Structure

Master's Educational Program in Marketing consists of mandatory courses of study in specialty (A), optional courses of study in specialty (B), practical component (C) and research component (D).

Elements of Master's Program in International Marketing (120 ECTS)

- (A) Mandatory courses of study in specialty - **54 ECTS**;
- (B) Optional courses of study in specialty - **15 ECTS**;
- (C) Practical component - **10 ECTS**;
- (D) Research component - **41 ECTS**.

Mandatory courses of study in specialty (54 ECTS)

Serve to theoretical and practical training of master's student to further continue scientific activity or get involved in practical activity. A graduate will have sufficient theoretical basis and practical skills conditioning his/her competitiveness at employment market.

Optional courses of study in specialty (15 ECTS)

Optional disciplines of speciality serve to concentration of master's student's studies on a particular direction and deepening of knowledge with consideration of interests and wishes of a master's student. Optional courses of study deepen the student's knowledge of basic subjects, get him/her accustomed to working independently with the sources. Optional disciplines help the student to construct own practical activity and determine widening of the scope of research. With this very purpose the following optional courses of study are envisaged: cases and analysis of social-media marketing; criticism of international marketing – cases and analysis; direct marketing and art of personal sales – cases and analysis; international practice of public relations – cases and analysis; six marketing sigmae – cases and analysis, international electronic and digital commerce – cases and analysis.

Apart from sharing practical experience, a student takes decision on researching a particular sphere in the future, which is reflected in his/her master's thesis.

Practical Component (10 ECTS)

Practical component is summarizing component after theoretical training. A master's student gets directly involved in communication regime of his/her specialty. He/she should fit in offered environment, get adapted to it, manage to apply own knowledge and skills in particular activity. The master's student determines the sphere of interests out of suggested options and starts gaining practical experience on the basis of theoretical knowledge.

Research Component (41 ECTS)

Research component fosters research skills which are further reflected in the master's thesis performed by the student. Scientific research component consists of: course of study on academic writing (**5 ECTS credits**), methods of marketing research of international markets (**6 ECTS credits**) and performance of Master's Thesis and public defense thereof (**30 ECTS credits**).

Results of study

subject		Knowledge and Understanding Knowledge and Understanding	Skill	Responsibility and Autonomy
1.	International trade law	X	X	
2.	international business, environment, operations	x	x	X
3.	International brand management	X	x	
4.	Customer behavior in international markets	x	x	
5.	Analyze of international economic indexes	X	x	
6.	Analyzes of International trade regimes and competetivness	x	x	
7.	Strategic Integrated Marketing Communication	X	x	
8.	Business planning according marketing priorities	x	x	
9.	Company Marketing Audit	X	x	
10.	International Electornic and Digital Commerce- Cases and Analysis	X	x	
11.	Business communications (in English)			
12.	Advanced marketing management	X	x	
13.	Marketing and culture	x	x	
14.	Social media marketing - cases and analyze	x	x	
15.	Criticism of International marketing innovations - cases and analysis	x	x	
16.	Direct marketing and personal selling art – cases and analyze	x	x	
17.	International practice of Public relation - cases and analyze	x	x	
18.	Marketing six sigma - cases and analyzes	x	x	
19.	Search Engline Marketing (SEM)– cases and analyze	x	x	
20.	Marketing research methods of international markets	X	X	
21.	Academic writing	X	X	
22.	Intership		x	
23.	Master's Thesis Defence	X	X	X